



Faculty of Applied and Creative Arts

RESEARCH ON CORPORATE IDENTITY OF TROPICAL FRUIT FARM

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**Bachelor of Applied Arts with Honours
(Design Technology)
2007**



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This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology)

UNIVERSITI MALAYSIA SARAWAK
BORANG PENGESAHAN STATUS TESIS/LAPORAN

JUDUL: RESEARCH ON CORPORATE IDENTITY OF TROPICAL FRUIT FARM

SESI PENGAJIAN: 2006/2007

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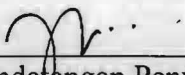
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ACKNOWLEDGEMENT

This thesis has been made possible with the co-operation and support of several individuals. Thus, I would like to take this opportunity to express my heartiest thanks to these people.

First of all, I would like to express my gratitude to my supervisors, Pn. Siti Shukhaila Shaharuddin and Cik Salmiah Abdul Hamid for their time, effort, advice and guidance throughout the whole development of this thesis.

I would also like to thank Mr. Salim Sarabudeen for his contribution and useful advice for this thesis. And not forgetting to my family for giving me their moral support, encouragement, motivation and care which I truly appreciate.

Much appreciation also goes to all my friends who had contributed towards the success of this thesis.

TABLE OF CONTENTS

APPROVAL SHEET	i
DECLARATION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
ABSTRACT	vii
ABSTRAK	viii

CHAPTER 1: BACKGROUND RESEARCH

1.1. <u>Introduction</u>	1
1.2. Problem Statements	6
1.3. Objectives	7
1.4. Scope of Research	8
1.5. Limitations	8

CHAPTER 2: RESEARCH METHODOLOGY

2.1. Introduction	9
2.2. Literature Review	11

CHAPTER 3: RESEARCH FINDINGS

3.1. Introduction	13
3.2. Observation Findings	13
3.3. Interview Findings	15

3.4. Questionnaire Findings 16

Chapter 4: DISCUSSIONS

4.1. Introduction 26

4.2. Visual Promotion 26

4.3. Ambience 27

4.4. Location 27

4.5. Conclusion 27

CHAPTER 5: RECOMMENDATIONS

5.1. Introduction 28

5.2. Branding 28

5.3. Target Audience 29

5.4. Communication Strategy 30

5.5. Design Concept 31

5.6. Creative Strategy Positioning 31

5.7. Conclusion 33

CHAPTER 6: SUMMARY 34

BIBLIOGRAPHY

APPENDIX A

APPENDIX B

APPENDIX C

APPENDIX D

APPENDIX E

APPENDIX F

APPENDIX G

ABSTRACT

Tropical Fruit Farm is an ideal location for cultivating many types of tropical and sub-tropical fruit trees. The farm does not have a strong corporate identity that will convince tourists to visit the farm, thus a new corporate identity will be created. With a strong corporate identity, "Tropical Fruit Farm" hopes to be a new attraction for locals and foreigners fruit lover.

ABSTRAK

'Tropical Fruit Farm' adalah merupakan lokasi yang ideal bagi penggemar buah-buahan tempatan dan sub-tropika. Namun begitu, ia tidak mempunyai identiti korporat dan bentuk promosi yang teguh bagi menggalakkan pelancong tempatan dan luar negara untuk berkunjung ke situ. Di harap kajian dan cadangan yang dilakukan terhadap 'Tropical Fruit Farm' dapat membantu menjadikannya suatu destinasi pelancongan yang baru.

CHAPTER 1

BACKGROUND RESEARCH

1.1. Introduction

Corporate identity is the visual, outward expression of the corporate brand. It is, in essence, the persona of the corporation. Many organizations will shell out large amounts of money for a clearly distinguishable identity in order to appeal more to its targeted audience. It is also described as how a particular business is perceived by its customers and the rest of the marketplace. Corporate identity is also the character and image of an organization, reflecting its culture that is presented to the public including the organization's name and logo. The ethos aims and values of an organization, presenting a sense of individuality which helps to differentiate it from its competitor.

Besides that, a corporate identity is sometimes defined as name and logo (sometimes called mark or symbol) of a company. It is planned visual elements in their many varied applications that are used to distinguish one corporation from all the others. It also indicates how a corporation views itself and bears sharply on how the world in generally will perceive the company.

Corporate identity can be viewed as having three distinct parts. They are corporate design, corporate communication and corporate behavior. Corporate design apply consistent identity on material such as logo, stationery, uniform, packaging design and others. Corporate communication refers to advertisements, commercials, press releases, public relations and anything that communicates with the general public. Nevertheless,

corporate behavior encompasses the internal values and characteristics of the entire corporate culture and the employees who make it up.

Corporate identity is the way which an organization is recognized and distinguished, and this is achieved by a specially designed scheme that covers everything which creates physical identity. It can include major elements such as house color, logotype, typography, livery and dress but also unifies the appearance of premises, is applied to everything printed and numerous items.

The use of the same color scheme, logo and typography, plus the repetition of the same elements on delivery vehicles, point-of-sales display and others make corporate identity a valuable contribution to advertising.

For an example, the Apple Country situated in New York, United States has a strong identity in the terms corporate image and corporate identity. The logo consists of visual balance and readability. Moreover, other aspects of striving for the corporate identity were the unification of the color scheme and fonts used in both printed and electronic support materials. The corporate image is seldom getting confused or interchanged. This is fortunate because it tends to understandable the real issues. Corporate identity is only one of the tools that they use to establish their corporate image. The most significant aspect of the corporate identity is that it influences everything else that they do. It is always there, in some form or another. The effects are great in the long term even if they are subtle in the short term.



Figure 1: Apple Country

1.1.1. Tropical Fruit Farm

Tropical Fruit Farm is a well-known tourist attraction in Penang, Malaysia. This farm is well-known for the view of the farm that is located on the hill. It gives a full view Penang island. Most of the visitors to the farm will be enjoying the view and fruits available in the farm. The corporate identity will not be appreciated or recognized by the tourists due the inappropriate way of management of the farm. The farm does not have a strong corporate identity that will convince the tourists thus a new corporate identity will be created to introduce and promote the farm to the local and foreigners.

Tropical Fruit Farm the fruit lover's haven is situated at about 800ft above sea level on the hilly terrain of Teluk Bahang, Penang. It is an ideal location for cultivating many types of tropical and sub-tropical fruit trees to tantalize your taste buds. Not only they are delectable, they are also rich in natural vitamins, minerals

and fibers too. The concept of the fruit farm was first conceived by Mr Quah Eve Kheng (now the managing director) with an initial investment of RM8 million. The farm opened its door to the public to a very enthusiastic public in 1993. Tropical Fruit Farm was built to preserve our green heritage. As a contribution to future generations of Malaysia, they have planted all type of local fruits. They want the farm to play its positive role towards agriculture despite the intensive development in our country's rural area.

The orchard covers 25 acres and with a few objectives in mind. First of all, to conserve the rare and exotic fruit trees. Secondly, to educate and promote to the locals as well as foreigners on the gift that the land is blessed with and lastly, to make a positive role towards agriculture and eco / agro tourism amid the intensive development in the state's rural areas. On the environmental impact, the farm is self reliant on organic fertilizers. Minimal chemical is used and only when necessary with the intention to work towards a clean environment and emphasize more on environmental friendly materials to be used at our farm at all times.

Over the years, the orchard has acquired many rare and exotic fruit trees from the region as well as from far-flung corners of the globe such as Central and South America, Central Africa, India, the Middle East, the Caribbean's, the Pacific Islands etc. Today the orchard boasts of a collection of over 200 different species and the list is still growing.

Through the years, the farm has grown in popularity. The orchard now welcomes more than 350 visitors a day. Regardless of age or race, people are drawn to the orchard. The regular inflow of foreign tourists is due mainly to the ongoing arrangements between the farm and various tour agencies worldwide.

Apart from viewing the fruits of course there would be sampling of the variety of flavors that is unique to each individual fruit. The orchard also prepares light snacks, juices and a hefty BBQ buffet spread on the weekends and public holidays. At the farm, a visitor can opt for the guided tour, fruit tasting and available packages.

For those who opted for the guided tour- The guided tour invites visitors to explore the orchard. The orchard has many interesting fruits which include avocado, grapes, passion fruit, pears, peaches, cherries, persimmons, chestnuts and macadamia – fruits that usually do not find in the tropics. Another rare species to look out for on the tour are the Brazilian grapes which took seven to eight years to mature and bear fruit are from the seeding which Mr Quah brought back from Australia. At the end of the tour you will be served with fruit sampling.

Those who opt for the fruit tasting package will get to sample an array of succulent and nutrient-rich fruits like guava, jackfruit, pomelo, rambutan, lychee, soursop, jackfruit, nutmeg, coconut, mangosteen and durian. During the sampling, an orchard assistant will be on hand to provide information about the fruits on display. The farm guide will explain to you all the fruits available in the showroom.

The orchard also organizes 20 people and a maximum of 200 for the buffet and tour package. The dinner buffet has a wide selection ranging from chicken to beef to lamb, and a seemingly endless supply of fruits in season.

1.2. Problem Statements

Does not have a strong corporate identity

Tropical Fruit Farm does not have a strong corporate identity in terms of an identity to represent the organization. The corporate identity does not exist in the minds of publics although the farm has its own identity.

Inconsistent corporate image and design in promotional item

Corporate image is, in essence, the consumers' perception of your company. It is an image in the mind that is heavily influenced by what is already there. When dealing with corporate image you never begin with a clean slate. Everything you do will be subjectively interpreted. For Tropical Fruit Farm, the corporate image does not reflect the true identity of the farm. Each and every visual element is not consistent in the promotional item. For example, the business card, brochure and packaging design do not bear the same corporate image and as a result, the public is not aware of its existence. Besides that, on the way heading to the farm, there is no proper signage to direct the tourists to the farm. There are only a few signboards along the road in inappropriate condition. Some of the signboards cannot be seen clearly due to the hilly terrain and there is no signage or information board showing or guiding the visitors to walk around the farm.

Inappropriate way of promoting the farm

Since the farm opened the door to the public, there is no proper way to promote the farm. Visitors or tourists usually get to know the farm from the travel agency. Besides that, the farm is also lack of promotional items and advertisement. Most of promotional items are brochures that consist of three languages - English, Chinese and Japanese. Upon arrival to the farm, visitors or tourists will be puzzled up by the inappropriate way of promoting their products. For an example, products from the farm are displayed inappropriate shelf.

1.3 Objectives

To study Tropical Fruit Farm corporate identity

An effective corporate identity program must take all of these individually and collectively and ensure that the image they convey is both correct (as desired) and consistent. When properly coordinated, an organization's identity elements reinforce each other and stand out from the noisy environment. Here the researcher study the whole corporate identity of the farm range from the identity mark, stationery system, advertising and promotional items in order to create an impression of efficiency and imply a concern for quality.

To do a comparative study between the Tropical Fruit Farm and D-Paradise Tropical Fruit World

To study the corporate identity of both farm through the advertising and promotional items. This is to execute and implement the best advertising and promotional item into Tropical Fruit Farm. The ethos aims and values of the farm presenting sense of individuality which

helps to differentiate the farm from its competitors. The aim is to come up with an image that will lodge and stays in people's mind.

To create a new corporate identity

Since the farm has an inappropriate corporate identity, creating a new corporate identity by developing the company's brand name and identifying its differentiation, positioning, competitors, vision and voice. This will certainly integrate its concept and design into the existing corporate identity hence to work it out in conformity with the aims, wishes, and tastes of the company.

1.4. Scope of Research

The scope of research on Tropical Fruit Farm will be the research of corporate identity of the farm. Forward thinking, long range planning of the farm corporate identity should accompany any strategic product or service planning and analysis of market trends. This information is gathered, tabulated, and analyzed in such a way as to give the farm a considerable insights into the state of the identity and provides significant clues to actions should take.

1.5. Limitations

A thorough research only has been done in Tropical Fruit Farm and D-Paradise Tropical Fruit World. Some overseas fruit farm such as New York Apple Country and Tropical Fruit World in Australia were selected as comparison and bench marking. Information can only be gathered through the internet, magazines, brochures and newspapers.

CHAPTER 2

RESEARCH METHODOLOGY

2.1. Introduction

This chapter focuses on research methodology that consists of resources research and research method. It includes qualitative research method, quantitative research method and literature review. In qualitative research method, there will be observation, photography, and interview. The study was also conducted by using questionnaire in the quantitative research method.

2.1.1. Observation

For the observation method, observing a wide range of activities in the Tropical Fruit Farm and D-Paradise Tropical Fruit World were conducted. This will mainly help the researcher to understand the human's behaviors and surrounding of the farm that have been observed.

2.1.1.1. Tropical Fruit Farm

In Tropical Fruit Farm, an observation was conducted around the hilly terrain fruit farm. This is to identify the problem facing by the visitors during the farm tour. In addition, a solution will be carried out in order to solve the problem.

2.1.1.2. D-Paradise Tropical Fruit World

Observation will be conducted through the activities organized by the farm. As the fruit farm is one of the largest in Southeast Asia, there are lots of activities compare to Tropical Fruit Farm. Besides that, D-Paradise also has the world largest collection of pumpkins, cactus and monkey cup pitcher.

2.1.2. Photography

Photography was used to have the overall view on the fruit farm. The use of photography is an aid to recall, multiple interpretations, and reaching a wider audience.

2.1.3. Interview

Interviews were being conducted through e-mails as some of the professionals were unable to be interview personally. The professionals that the researcher interviewed are mostly managers from the fruit farms and advertising firm. Questions on the brief history of their fruit farms, mission, vision and the problem facing by the farm or organization were asked during the interview. The interviews were made to strengthen the other method of research.

2.1.4. Questionnaire

Questionnaire was used to collect relevant data. The questionnaires were distributed mainly to the visitors to the farm as well as the public. The questionnaires also distributed via e-mails. Most of the questions are relevant to the

fruit farm. There are two different questionnaires to be distributed to the public. The first questionnaire about Tropical Fruit Farm was distributed in Penang, Johor Bahru and Kuching. 30 questionnaires about D-Paradise Tropical Fruit World were distributed to the visitors to the farm and Singapore. Questionnaire is being distributed to the Singaporeans as the D-Paradise is one of the favor tourist attractions for them. These two different questionnaires were distributed to do a comparative study from the respondent about the farm. The response from the questionnaires would determine the whole corporate identity of the farm.

2.2. Literature Review

“Corporate image is the net result of the interaction of all the experience, beliefs, feelings, knowledge and impressions that people have about a company”. (Bob Worcester, Berstein, p.40). A corporate image is a communications between the public with the company. The corporate image is not formed by the corporation, it is formed by how the corporation is perceived by the public which may or may not be how the corporation wants to be seen. Since Tropical Fruit Farm does not much attract public attention, a conscious effort to make a good impression, then it has to make do with what it gets by chance.

“The corporate identity is essentially the packaging of our services, and certainly provides an effective way of giving us a clear differentiation from our competitors...” (Lufthansa, Berstein, p.162). One of the most compelling reasons for a strong corporate identity is that they often single-handedly distinguish your company from the competition. In many ways, they help you carve out a niche in the marketplace that is extremely difficult for your competitors to broach.

Cees B.M. van Riel and Anouschka van den Ban. (2001) noted that “Selecting a logo is an arduous task for companies and include the difficulties distinguishing which logo would be remembered the best, be the most liked, or create the strongest sense of familiarity on initial exposure”. Logo communicates what product it sells, what services it provides and what business it deals with.

Lars Thøger Christensen and Søren Askegaard. (2001) cited that “. . . by which an audience can recognize the company and distinguish it from others and which can be used to represent or symbolize the company.” Corporate identity is basically the whole entire which consists of services indeed provides an effective way giving public a clear differentiation from the competitors.

CHAPTER 3

RESEARCH FINDINGS

3.1. Introduction

This chapter discusses the research findings based on the data gathered from observations, interview and questionnaire. The observations were conducted on site visits to evaluate the satisfaction of visitors. Besides that, the questionnaire showed some of the basic information about respondents' attitude towards Tropical Fruit Farm and D-Paradise Tropical Fruit World and Aboriginal Native Village. A number of 100 answered the questionnaire and one interview on Tropical Fruit Farm was taken as a sample to outsource the results.

3.2. Observation Findings

Observations were carried in two major fruit farm in Malaysia which took about one day on each of the fruit farm. Observing a wide range of activities in the fruit farms was conducted. These two fruit farms are different in terms of the surroundings and environment. Usually the visitors are from overseas and walk in to the farm in a large group and most of them are adults and a few of them are old citizens.

3.2.1. Tropical Fruit Farm

Tropical Fruit Farm is located at the hilly terrain and is about 800ft above sea level. The orchard is 100% planted with tropical and exotic fruit trees. During the observations being conducted, the researcher found that only transportation service is provided upon the arrival to the farm. Van service is provided to bring the

visitors to the peak of the orchard located. It took about six minutes to reach the peak. Visitors have a choice to decide for the service or walk to the orchard. This is to satisfy the visitors on each category. Besides that, the guided farm tour is quite knowledgeable but there are still some troubles faced by the visitors. However for those who opted to walk around the farm on their own, the visitors did faced problems on the way findings and information of the fruit trees.



Figure 2: Tropical Fruit Farm

3.2.2. D-Paradise Tropical Fruit World and Aborigine Native Village

D-Paradise is located in Melaka at over 168 acres of landscaped. The world's largest collections of tropical, sub-tropical and continental fruits (more than 800 varieties) are showcased and a few gardens such as orchid garden, cactus garden and deer farm can be found at D-Paradise. The researcher rarely found any public transportation along the way to the farm. D-Paradise is located quite far from